

TIME PERIOD: 1990 WITH ANTICIPATED S.E.T. INCREASE

		FM 85'S	FM 100'S	PV 85'S	PV 100'S	25'S PV 85'S	25'S PV 100'S
MFG. LIST PRICE(PER 1000)		\$49.90	\$51.40	\$38.00	\$39.25	\$40.92	\$42.12
LESS TERM DISC.		\$1.62	\$1.67	\$0.95	\$0.98	\$1.02	\$1.05
LESS IDP	0.00%						
COST TO DISTRIBUTOR		\$48.28	\$49.73	\$37.05	\$38.27	\$39.90	\$41.07
ADD AVG. S.E.T.	\$11.89	\$60.16	\$61.61	\$48.93	\$50.15	\$51.78	\$52.95
DIST. MARK-UP	5.00%	\$3.01	\$3.08	\$2.45	\$2.51	\$2.59	\$2.65
COST TO RETAILER		\$63.17	\$64.70	\$51.38	\$52.66	\$54.37	\$55.60
RETAIL MARK-UP		\$77.86	\$79.74	\$68.08	\$69.78	\$72.04	\$73.67
ADD SALES TAX	5.19%	\$4.04	\$4.14	\$3.53	\$3.62	\$3.74	\$3.82
COST PER 1000		\$81.90	\$83.88	\$71.61	\$73.40	\$75.78	\$77.49
COST PER PACK	WEIGHT 50.00%	\$1.75	\$1.79	\$1.43	\$1.46	\$1.51	\$1.54
COST PER CARTON	50.00%	\$15.27	\$15.64	\$12.47	\$12.78	\$13.20	\$13.50
PROJECTED CATEGORY SHARE		50.09%	34.00%	6.17%	9.16%	0.42%	0.16%

INPUT VARIABLES:

DESCRIPTION

DISCOUNT FM 3.25% PV 2.50%
 IDP 0.00%
 AVG S.E.T \$0.2377
 DIST M.U. 5.00%
 CRT. M.U. 14.50% 21.00%
 PK M.U. 32.00% 44.00%
 CARTON% 50.00%
 PACK% 50.00%
 SALES TAX 5.19%
 COUPON \$0.0283
 ENTER MFG. LIST PRICE ABOVE

TERM DISCOUNT
 SALES EXCISE TAX(WEIGHTED)
 DISTRIBUTOR MARK-UP
 RETAIL CARTON MARK-UP
 RETAIL PACK MARK-UP
 % OF CARTON VOLUME
 % OF PACK VOLUME
 WEIGHTED STATE TAX
 PER PACK

AVG
PERIOD
 PRICE
 COST PER 1000 \$79.71
 COST PER PACK \$1.72
 COST PER CARTON \$14.99
 %DIFF VS. YEAR AGO
 COST PER 1000
 COST PER PACK
 COST PER CARTON

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